

## Herkimer Wholesale

- Is the Philip Morris DAD program going to restrict our promotion effectiveness?

Yes \_\_\_\_\_ No XXX

- Is the VAP process running smoothly?

Yes XXX No \_\_\_\_\_

If not, what is the nature of the problems?

Item Set-Up	Yes _____	No <u>X</u> _____
Receiving	Yes _____	No <u>X</u> _____
Stamping	Yes _____	No <u>X</u> _____
Assembly	Yes _____	No <u>X</u> _____
Picking	Yes _____	No <u>X</u> _____
Shipping	Yes _____	No <u>X</u> _____
Returns	Yes <u>X</u> _____	No _____

Although accounts on VAP list are said to have agreed to receive all monthly promotions, there is approx. a 20% return rate as the accounts do not want all promotions. One suggestion was made to give the accounts the option to receive either 1. All Promotions, 2. Only Full Price Promotions or 3. Only Savings Promotions.

Other Yes \_\_\_\_\_ No \_\_\_\_\_

- What percentage of the direct account's promotion allocation is delivered to the Field?

Percentage delivered Week 1 90%

Percentage delivered Week 2 10%

Percentage delivered Week 3 \_\_\_\_\_

Percentage delivered Week 4 \_\_\_\_\_

- Does the direct account have an internal measurement/tracking system to validate promotion allocations shipped to retail?

Yes \_\_\_\_\_ No XX \_\_\_\_\_

- List recommendations to improve the pack/assembly of RJR promotions.

Premium \_\_\_\_\_  
\_\_\_\_\_

51845 7223

BSGSF \_\_\_\_\_ With the new B2G2F sleeved product currently utilizing 2ea-B2G2F sleeves and 2 loose packs, would it be possible to convert to 2ea - B2G2F and 1 B1G1F to be able to bill out as a 1/2 carton vs. 6 packs or 60%?

DPC \_\_\_\_\_

51845 7224

## INSTRUCTIONS

*S. Schwalm*

- Complete each questionnaire per account selected.
- Return completed questionnaire to ROM prior to 3/7/97.
- ROM forward to Denny Bomgardner in Winston-Salem by 3/10/97.

51845 7225

TRIPIFOODS

SIS # 649920

- Is the Philip Morris DAD program going to restrict our promotion effectiveness?

Yes \_\_\_\_\_ No X

- Is the VAP process running smoothly?

Yes X No \_\_\_\_\_

If not, what is the nature of the problems?

Item Set-Up	Yes _____	No _____
Receiving	Yes _____	No _____
Stamping	Yes _____	No _____
Assembly	Yes _____	No _____
Picking	Yes _____	No _____
Shipping	Yes _____	No _____
Returns	Yes _____	No _____
Other	Yes _____	No _____

- What percentage of the direct account's promotion allocation is delivered to the Field?

Percentage delivered Week 1 60%

Percentage delivered Week 2 40%

Percentage delivered Week 3 \_\_\_\_\_

Percentage delivered Week 4 \_\_\_\_\_

- Does the direct account have an internal measurement/tracking system to validate promotion allocations shipped to retail?

Yes X No \_\_\_\_\_

- List recommendations to improve the pack/assembly of RJR promotions.

Premium \_\_\_\_\_

BSGSF We are waiting to see how  
the retailers react to the pre-slaved 3262F  
~~extra~~ extra packs in the display.

INSTRUCTIONS

*R. Duggan*

- Complete each questionnaire per account selected.
- Return completed questionnaire to ROM prior to 3/7/97.
- ROM forward to Denny Bomgardner in Winston-Salem by 3/10/97.

51845 7227

- Is the Philip Morris DAD program going to restrict our promotion effectiveness?

Yes \_\_\_\_\_ No  \_\_\_\_\_

- Is the VAP process running smoothly?

Yes  \_\_\_\_\_ No \_\_\_\_\_

If not, what is the nature of the problems?

Item Set-Up	Yes _____	No _____
Receiving	Yes _____	No _____
Stamping	Yes _____	No _____
Assembly	Yes _____	No _____
Picking	Yes _____	No _____
Shipping	Yes _____	No _____
Returns	Yes <input checked="" type="checkbox"/> _____	No _____
Other	Yes _____	No _____

\* RJR sales reps must constantly re-sell programs to retail accounts to minimize returns.

- What percentage of the direct account's promotion allocation is delivered to the Field?

Percentage delivered Week 1 50%

Percentage delivered Week 2 25%

Percentage delivered Week 3 25%

Percentage delivered Week 4 0%

- Does the direct account have an internal measurement/tracking system to validate promotion allocations shipped to retail?

Yes  \_\_\_\_\_ No \_\_\_\_\_

- List recommendations to improve the pack/assembly of RJR promotions.

Premium \_\_\_\_\_

BSGSF - T.B.I. prefers packing buy-somes in 4 carton increments (as opposed to the current pre-sleeved system) to minimize confusion at retail. \_\_\_\_\_

DPC \_\_\_\_\_

51845 7228

To: Macleod, Stephen  
From: 1610 - Buffalo ROU (BRZEZIE)  
Posted: 3/3/97 9:28  
Opened: 3/3/97 9:19  
Subject: FWRD: RE: FWRD: from Denny Bomgardner

forwarding the following....

===== <Forwarded Letter> =====

From: Battle, Herbert  
To: 1610  
Subject: RE: FWRD: from Denny Bomgardner  
Posted: 03/02/97 21:44  
Priority: Normal

"Marshall",

Attached is my TBI's response to the wholesale promotion survey.

Herb

51845 7229

## **INSTRUCTIONS**

- Complete each questionnaire per account selected.
- Return completed questionnaire to ROM prior to 3/7/97.
- ROM forward to Denny Bomgardner in Winston-Salem by 3/10/97.

51845 7230

- Is the Philip Morris DAD program going to restrict our promotion effectiveness?

Yes \_\_\_\_\_ No  \_\_\_\_\_

- Is the VAP process running smoothly?

Yes \_\_\_\_\_ No  \_\_\_\_\_

If not, what is the nature of the problems?

Item Set-Up	Yes _____	No <input checked="" type="checkbox"/> _____
Receiving	Yes _____	No <input checked="" type="checkbox"/> _____
Stamping	Yes _____	No <input checked="" type="checkbox"/> _____
Assembly	Yes _____	No <input checked="" type="checkbox"/> _____
Picking	Yes _____	No <input checked="" type="checkbox"/> _____
Shipping	Yes _____	No <input checked="" type="checkbox"/> _____
Returns	Yes <input checked="" type="checkbox"/> _____	No _____
Other	Yes _____	No <input checked="" type="checkbox"/> _____

- What percentage of the direct account's promotion allocation is delivered to the Field?

Percentage delivered Week 1 50

Percentage delivered Week 2 50

Percentage delivered Week 3 \_\_\_\_\_

Percentage delivered Week 4 \_\_\_\_\_

- Does the direct account have an internal measurement/tracking system to validate promotion allocations shipped to retail?

Yes  No \_\_\_\_\_

- List recommendations to improve the pack/assembly of RJR promotions.

Premium \_\_\_\_\_ TO HELP ELIMINATE RETURNS SEE ATTACHED RETAILER LETTER

BSGSF \_\_\_\_\_

DPC \_\_\_\_\_

51845 7231

## **INSTRUCTIONS**

- Complete each questionnaire per account selected.
- Return completed questionnaire to ROM prior to 3/7/97.
- ROM forward to Denny Bomgardner in Winston-Salem by 3/10/97.

51845 7232

To: Macleod, Stephen  
From: Tanchyk, R  
Posted: 2/28/97 9:14  
Opened: 2/28/97 10:56  
Subject: RESPONSE

STEPHEN,

AS DISCUSSED ATTACHED MY RETAILER LETTER .NOTE: DIRECT ACCOUNT IS DOWLINGS.

51845 7233

Klein Candy 162800

- Is the Philip Morris DAD program going to restrict our promotion effectiveness?

Yes  No

- Is the VAP process running smoothly?

Yes  No

If not, what is the nature of the problems?

Item Set-Up	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Receiving	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Stamping	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Assembly	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Picking	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Shipping	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Returns	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Other	Yes <input type="checkbox"/>	No <input type="checkbox"/>

- What percentage of the direct account's promotion allocation is delivered to the Field?

Percentage delivered Week 1 80%

Percentage delivered Week 2 20%

Percentage delivered Week 3  

Percentage delivered Week 4  

- Does the direct account have an internal measurement/tracking system to validate promotion allocations shipped to retail?

Yes  No

- List recommendations to improve the pack/assembly of RJR promotions.

Premium I do not know of anyway of improving this process.

BGSF The changes implemented this Qtr have really helped the efficiency of this program.  
DPC Continue to offer pre-sniped product.

INSTRUCTIONS

- Complete each questionnaire per account selected.
- Return completed questionnaire to ROM prior to 3/7/97.
- ROM forward to Denny Bomgardner in Winston-Salem by 3/10/97.

To: Stephen.  
From: Jim McLean

Total PAGES 2.

Steve,  
Please call if you have  
Any Questions.

Thanks

J.

To: Duszynski, R, Tanchyk, R, Schwalm, S, Battle, Herbert, Mclean, James J.  
From: 1610 - Buffalo ROU (BRZEZIE)  
Posted: 2/20/97 11:29  
Opened: 2/20/97 13:15  
Subject: FWRD: from Denny Bomgardner

KAM's/AM's:

please complete the attached for Direct Accounts listed by Manager as listed below - response due on/before 3/3/97.

===== <Forwarded Letter> =====

From: Macleod, Stephen  
To: 1610  
Subject: FWRD: from Denny Bomgardner  
Posted: 02/20/97 10:25  
Priority: High Priority

Eileen, please forward the attached to the following KAM's/AM's. KAM's/AM's need to complete the attached for Direct Accounts by Manager as listed below. Send High Priority with a response date of March 3, 1997.

Sharon Schwalm  
Rich Tanchyk  
Jim McLean  
Renee Duszynski  
Herbert Battle

Herkimer Whsl 278580  
Dowlings Inc. 315288 ✓  
Norman Dressler T/A Klein 162800 ✓  
Tripifoods Inc. 649920 - E.Lee/Nas  
TBI Corporation 648240

===== <Forwarded Letter> =====

From: Davis, Carla C.  
To: MACLEOS  
Subject: from Denny Bomgardner  
Posted: 02/20/97 13:10  
Priority: Normal

[[ 010.DOC : 2058 in 010.DOC ]]

CC: Macleod, Stephen

51845 7236

## **INSTRUCTIONS**

- Complete each questionnaire per account selected.
- Return completed questionnaire to ROM prior to 3/7/97.
- ROM forward to Denny Bomgardner in Winston-Salem by 3/10/97.

51845 7237

- Is the Philip Morris DAD program going to restrict our promotion effectiveness?

Yes \_\_\_\_\_ No \_\_\_\_\_

- Is the VAP process running smoothly?

Yes \_\_\_\_\_ No \_\_\_\_\_

If not, what is the nature of the problems?

Item Set-Up	Yes _____	No _____
Receiving	Yes _____	No _____
Stamping	Yes _____	No _____
Assembly	Yes _____	No _____
Picking	Yes _____	No _____
Shipping	Yes _____	No _____
Returns	Yes _____	No _____
Other	Yes _____	No _____

- What percentage of the direct account's promotion allocation is delivered to the Field?

Percentage delivered Week 1 \_\_\_\_\_

Percentage delivered Week 2 \_\_\_\_\_

Percentage delivered Week 3 \_\_\_\_\_

Percentage delivered Week 4 \_\_\_\_\_

- Does the direct account have an internal measurement/tracking system to validate promotion allocations shipped to retail?

Yes \_\_\_\_\_ No \_\_\_\_\_

- List recommendations to improve the pack/assembly of RJR promotions.

Premium \_\_\_\_\_

BSGSF \_\_\_\_\_

DPC \_\_\_\_\_

51845 7238